

Photo:

19 March 2018

Transport for Slough's Better by... scheme provides diverse, sustainable travel options throughout the borough

Transport for Slough is transforming the way we travel throughout the borough with its [Better by...](#) campaign.

The scheme is set to enable and encourage workplaces, schools and the wider community to use environmentally-friendly forms of travel, including public transport, cycling and walking routes.

The initiative will additionally help boost the local economy by enhancing access to jobs, skills, training and education and improve the health and wellbeing of Slough residents.

The programme began after Transport for Slough received £1.5million in funding from the Department for Transport's [Access Fund for Sustainable Travel](#).

Building on the legacy of the [Local Sustainable Transport Fund \(LSTF\)](#), which improved Slough's connectivity and network efficiency, and therefore travel choices for 25,000 employees and 15,000 pupils, the Better by... project looks to maintain and build on the achievements of the LSTF through four key objectives to be achieved over the next two years and beyond:

- increase cycling and walking in Slough to improve personal health
- up-skill the Slough workforce by enhancing access to local jobs and training
- encourage a switch from car use to sustainable travel for work and school trips to help offset the effects of road traffic in Slough
- promote sustainable travel opportunities offered by the Local Growth Fund and other capital schemes in Slough.

Slough's Better by... team is rolling out a number of sustainable travel events across the borough at key locations and within schools and businesses. This includes community engagement events and awareness campaigns:

- one-to-one cycle training and scooter training for children and adults across the borough
- group cycle rides on leisure and commuter routes around the borough
- bike surgeries - free bicycle checks, minor repairs and maintenance advice for members of the public, schools and employees
- journey planning for jobseekers, youths seeking education and training opportunities for employees and residents
- cycling and walking competitions and competitive events
- travel planning advice for schools and businesses
- targeted road safety awareness and advice
- promoting mode-shift to car sharing, passenger transport and cycling and walking
- advising businesses on implementing cycle to work schemes and achieving travel plan targets
- providing matched funding to businesses to implement sustainable transport facilities such

- as cycle parking, shower facilities etc
- access to and promotion of the [Cycle Hire Slough](#) and Cycle Hub Slough schemes
- production and distribution of information on our activities, infrastructure, routes and events
- wayfinding totems to advise members of the public and highlight key attractions in Slough.

Councillor Martin Carter, cabinet member for planning and transport, said: “I am very excited for Better by...’s many and varied schemes taking place in the borough. From the cycling programmes to the journey planning and travel advice, Better by... will be all about providing a range of sustainable travel options, while helping people to get out and enjoy the outdoors, as well as improve their fitness.”

There are opportunities for everyone to get involved and learn about how sustainable travel can improve your health, reduce your commuting time, save you money and benefit the environment.

If you’re interested in cycle training, joining a walking group, personal travel plans, applying for travel grants, or engaging with any of our events and campaigns listed above - please get in touch at Tfs@slough.gov.uk.

Upcoming events:

Basic Cycle Skills for Adults

Salt Hill Park, GD Tennis, Bath Road, Slough, SL1 3SR

17 April, 15 May, 12 June: 17:30 – 19:30

28 April, 26 May, 23 June: 09:00 – 11:00

£5.00

Advanced Cycle Skills for Adults

Salt Hill Park, GD Tennis, Bath Road, Slough, SL1 3SR

17 April, 15 May, 12 June: 17:30 – 19:30

£5.00

Cycle Maintenance Training for Adults

Cycle Experience, 384 Sykes Road, Slough, SL1 4SP

10 April, 5 June: 17:30 – 19:30

£5.00

Urban Cycle Skills for Adults

Salt Hill Park, GD Tennis, Bath Road, Slough, SL1 3SR

17 April, 15 May, 12 June: 17:30 – 19:30

28 April, 26 May, 23 June: 09:00 – 11:00

£5.00

[Book your course with Cycle Experience](#)

Free bike surgeries for Slough Trading Estate staff / discount card holders

Event Plaza, 252 Bath Road, Slough SL1 4EE

2 May, 4 July, 5 September, 7 November: 12:00 - 14:00

Free bike surgeries for Slough Trading Estate staff / discount card holders

Slough Aspire, 350 Edinburgh Avenue, Slough SL1 4TU

4 April, 6 June, 1 August, 3 October: 16:00 – 18:00

5 December: 17:00 – 18:00

Contact details:

Stows Cycles
01753 520528
cycles@stows.co.uk

Cycle Experience
07539 284976
ianp@cycleexperience.com

Sign up for your STE Discount Card here:
www.segro.com/slough/discount-card

Save the date:

Slough Bike Week 2018: *11 – 17 June*

Ends

For more information, contact Sandy Dhaliwal in the communications team on 01753 875026.